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CANADIAN HOME ECONOMICS JOURNAL

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CANADIAN HOME ECONOMICS ASSOCIATION

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President's Message

Back Row left to right: Pat Towstyka, Judy Adamson, Dr. Margaret Arcus, Jane Brand. Front Row left to right: Louise Smith, Sandy Gargett. Absent: Marion Hartley, Lynda Colquhoun, Anne Gardiner.

Everyone seems to be interested in the family. Newspaper columns, articles in monthly magazines, TV specials, continuing education efforts in individual communities — these events and others indicate both an interest in and a concern for this institution we call the family. This interest and concern, of course, is not new to Home Economists. Service to families has always been one of the goals of our profession.

Currently there is more than just interest in and concern for families, however. Now we seem to know more about the family. As our Home Economics programs expand in the area of family studies, we are not only disseminating more knowledge about families and family living, but we are creating new knowledge with our research effort. Our efforts, along with those in other disciplines, are helping to build a more solid body of knowledge about families.

Recognition of these two — expanded interest and expanding knowledge — has led to the selection of Family Dynamics as the theme of the 1974 C.H.E.A. Pre-Convention Workshop. Our own interest may not need to be renewed, but as one of the helping professions serving families, we are continually challenged to keep abreast of the new knowledge which may help us to better serve them. To help meet this challenge, the Pre-Convention Workshop will focus on selected aspects of family interaction. Guest speakers have been invited to share some of the new findings of research and theory related to family interaction and set the stage for workshop experiences related to these ideas.

Dr. Margaret Arcus and her committee (picture above) are hard at work planning a program that will have widespread interest. We hope that many of you will be able to attend.

Winifred J. Bracher

(Miss) Winifred J. Bracher,
President, C.H.E.A.

YOU'RE TEACHING NUTRITION, BUT ARE THEY LEARNING?

by
Richard K. Manoff,
President, Richard K. Manoff Inc., New York
Presented to members and guests,
Toronto Home Economics Association, 1973

Let me begin with my closing remarks: Nutrition Educators of the World, of Canada, come out of the kitchen, come out of the laboratory, you have been too long with the pots and pans, too long with the recipes and the food preparation tables, and too long with the test tubes and the bunsen burners. You have remained too long with the notion that things are as they always were and that the old ways are still valid. The action in Nutrition has moved to other arenas and you can no longer afford to continue doing business at the old stand.

Nutrition isn't quite what it used to be and nutrition education cannot be accomplished according to the old dicta and the old techniques.

When the Chicano, the Mexican-American of my country is denied the right to obtain food stamps to which his low income entitles him, that is not a political problem, it's a nutrition problem and it warrants the attention and the intervention of the nutritionist and the nutrition educator.

When the low income French Canadian family is unable to buy the foods essential to a balanced diet for the family, this is not a problem to be left to the economists and to the welfare people. This is a nutrition problem.

When, in my country, for example, the farmer is paid *not* to grow food, or when he grows food according to the economics of the marketplace and not in accordance with the nutritional imperatives of the population, these are not matters for the agricultural planners. They are your concern. They are nutritional problems.

When the Indian Farmer in the Punjab gives up his curd (his yogurt) and his chepati (wheatcake) in order to lunch on the more fashionable tea-and-biscuits of the middle class, this is a nutritional problem.

When young children in the poor areas of almost all countries of the world are infested with worms of one sort or another, this is a nutritional, not a medical problem.

When the children are smitten with chronic diarrhea because of poor sanitation or contaminated water, these are not problems for the health workers alone. They are nutrition concerns.

When hundreds of thousands of mothers give up breast-feeding too soon in favour of artificial milk which they can neither afford nor properly prepare nor store, this is again not merely a problem for the doctors and the economists. It's a nutrition problem.

When a food manufacturer undernutritions his products or overnutritions it, this is not merely a matter of marketing. It is a nutrition concern.

When the teenager makes a lunch of potato chips and a soft drink, when millions of people sit nightly in front of their television sets captivated by the endless flow of food advertising (to which I contribute), when this is going on and you are not part of it then *that* is a major nutrition problem and you had better get into the act.

Today the nutrition educator must intervene in all these areas of concern because every one of them vitally influences the nutritional status of your people. Now this is not new to you but I cannot get on with my remarks without reciting this litany. Unless we are of one mind on the need for total involvement of the nutrition profession in all these areas of nutrition concern, then my observations on the need for new techniques in nutrition education will not make much sense. This total involvement is essential because all is not well with nutrition and you and I know why. First, the traditional ways are not working as well as they should. In my country, for example, the federal budget for nutrition education for the U.S.D.A. an astonishingly low, 49 million dollars, and down to 48 million dollars for 1974. All of it is for agricultural extension services. Now I can think that about 20 million dollars of that sum, applied to television for nutrition educational purposes would make a major contribution to nutritional intelligence in my country. But my government is not inclined to such radical behavior.

Second, surveys show that the nutritional quality of diets may have declined in the past fifteen years despite the fact that we know more about nutrition, there are more professionals involved in the field and everyone seems to be working harder.

Third, we suspect that the people are not listening as hard to you as they are to others and that maybe they are eating to the rhythm of another drummer.

Fourth, we continue to struggle with the old content of nutrition education but it doesn't seem to fit the new foods that have exploded onto the marketplace in the last twenty years. In this connection, I should like to refer to that keystone of traditional nutrition education — the food groups. They offer us a fine example of how to cook up a compote of confusion.

Originally, when C. L. Hunt first introduced the food groups idea, it came in a five group model. During World War I the U.S.D.A. published a national wartime model of seven groups. After four years of that, the "basic seven" was found unfit for "popular nutrition education" and it was reduced to "the basic four."

Everyone has always had problems with food grouping systems in all countries of the world. Some countries actually use as many as four different group sizes. Some use different systems for different levels of education. Japan and Poland, each uses a three-group system except that in maternity and child welfare they use four. South Africa prefers "the basic four" except for low-income classes for which they add a fifth group comprising fats.

Italy's different ministries have different groups in use at the same time, but that sort of romantic individualism is to be expected from the Italians.

The number of groups all over the world varies from three to thirteen. Such disparity both between and within countries can only lead to confusion and pre-occupation with form rather than content, with numbers rather than nutrition.

To go on, fifth, we are worried that nutrition as a motivation for food purchase and consumption has slipped seriously in favour of ease, convenience, taste and pleasure despite the growing sophistication of our society.

And, sixth, all of us are far from certain what we are to do about it. You have the feeling that there ought to be a national nutrition policy in Canada as there ought to be in my country, but you don't know how to go about this and how to influence that possibility. Instead of a nutritional policy there is a growing nutritional nihilism, a kind of laissez-faire in the nutrition marketplace. On the one hand are hundreds of thousands of people who are not well-off nutritionally because they are poor; on the other, millions are eating poorly even though they are well-off.

You feel that all of this is happening largely because of the powerful efforts of modern food marketers whose motives are not nutritionally instructed and against whom you feel incapable of mounting a counter-offensive. Perhaps you feel discouraged because you know that the number one force at their disposal but not at yours is television and the mass media, the key elements in modern food marketing schemes.

You may refer to it some other way or you may refer to it as someone did when I asked her tonight over dinner what the number one nutritional problem in Canada was. She thought it was the extent to which we are now consuming processed foods that deliver their calories without a balance of other essential nutrients. This is another way of describing the power of modern food marketing techniques and their primary tool, TV and the mass media.

Television is not an entertainment medium. It is a nutrition factor. The nutrition educator must become involved with television and she must understand why. Millions of people now exist physically on this side of the TV screen but do a lot of their living and spend much of their passion on the other side. TV is the focus of their lives, but in general what they are finding there is not contributing to an enriched understanding of their own lives and times. They have crossed over to lose themselves among the fantasies, the violence, the sports and the puppet-string people. Thought and meaning and reality, the substance of existence, are displaced by illusions and images. Because form supersedes substance, the quality of life style is degraded. Our foods become vehicles for taste and pleasure, first, and nutrition, only secondarily, if at all.

Now television doesn't have to be this way but it is and that is the deplorable fact. Not all of television is this way, but what isn't is so small a proportion of the whole as to make no meaningful difference in its overall influence. The amount of television that we consume leaves very little for much else. For example, in my country there are sixty million homes in the United States and 95% of them are equipped with a TV set which is on for more than seven hours a day in the average home. The figure for Canada is approximately the same. During the average weekday winter evening about half the people of my country and yours are in total surrender to their TV sets and the material it has to offer.

A friend tells me of a day-care centre in Atlanta where a newly-enrolled four-year-old child was discovered to have lost almost all contact with the real world. Apparently his constant companion from the very early days of his life had

been a television set, a kind of all day long baby-sitter. He could talk, this child could, but he could make no conversation. His vocabulary was television's vocabulary, his knowledge was of TV people and TV affairs. He could sing the jingles, repeat the ads and recite from all the electronic material on which he had been brought up. He had crossed over that screen and it may take years to bring him back. The average child from the age of two or three in the U.S. watches three hours of television after school each day and four hours a day on weekends for a total of 21-25 hours a week. This is more time than he will spend in elementary and high school combined. By the time he enters kindergarten he will have spent more hours with television and what it has to teach him than he will spend in college earning his bachelor's degree. By the time he is 65 he will have watched television for three thousand entire 24-hour days of his life or more than nine full years.

This is the media life and is it any wonder that while Media Man has so many problems to be concerned about, he has so little time and inclination to do anything about them. So it isn't surprising that social attitudes and practices, good or bad, are being established or dis-established via the mass media and primarily through television. No other means has the totality of impact whether in politics, life style, fashion or food.

All other means of communications in learning are not only dominated by the power of television but also radically changed by it. Our schools have been invaded by television, teachers are being replaced by television sets, subject matter comes more and more from the media and less from other sources. Thus we are destined to live more and more of our lives through TV, increasingly subject to its influence, expanded in our potentialities when that influence is progressive and diminished together with all our institutions when it is regressive. Now, an explorer from Mars seeking to judge our nature from the cultural product on our television screen would have to conclude that, in general, we must be a mindless race, given to extremes of frivolity and violence, deeply involved in a variety of athletic contests like hockey and football, but totally devoid of thought and philosophy. Being a rational man, this man from Mars would have to conclude that on the evidence of our preoccupation it must be that we are without concerns and problems and that, nutritionally, we are a miraculous people, surviving mainly on soft drinks, snacks, dried breakfast cereal and bottles and bottles of beer, all of which are urged on us in an endless and monotonous array.

Those of us engaged in the marketing of foods know that its growth has been utterly dependent on the development of television. We know that people do not make a mass market — the mass media do. We know that the grocery store is not the marketplace — television is. The marketing of food is done on the airwaves — neither the people nor the stores are the market — *the medium is the market.* This explains the astronomical food advertising expenditures. Of a total of eight billion dollars spent for commercial advertising on television and radio in the United States, more than two billion of it was spent on behalf of food products — $1 out of $4. The result is that the average American supermarket stocks as many as eight thousand different food items. More than half of them did not exist twenty years ago.

Television has proved itself the awesome instrument of this change and its more effective use has been made with the advertising technique.

Although there is much needless debate on the subject, the advertising technique is fundamentally an educational tool. The professional journals continue the debate — The Journal of Nutrition Education just two months ago — "What is advertising? Is it education, or is it information?" Who cares what the classification is when all that matters is the effects? For certain communications tasks there is no other technique that can match advertising's effectiveness. Among communications professionals, it is more accurately known as "the-reach-and-frequency-technique" because it enables a message to be delivered to vast audiences with a high frequency of repetition.

Now, where are these audiences? Well, obviously they are watching the sports programmes, or the soap operas, or the dramas or the variety shows, the programmes the advertiser seeks out for his one-minute or thirty-second commercial. They deliver the vast audience that he wants for his message and he merely interrupts the programme briefly to deliver it but not so long as to lose his audience. While this technique is so closely identified with the mass media, its basic psychological wisdom was known to all the great idea propagators of history.

When Jesus Christ trekked through the Holy Land on His crusade, He didn't walk off into the desert in aimless wandering. He followed the high traffic routes of His day. He went where the people were and when He stood on the mount in Galilee to deliver His sermon — it was where the roads crossed and the people gathered. When He delivered His message, He always made certain to leave the people with something to remember.

When Moses wanted to give the people laws, he didn't write lengthy books or engage in one-hour disquisitions. He developed ten simple statements — The Ten Commandments. Today's commercial advertiser is the latter day heir to this technique, though the level of his interest is somewhat less lofty. He finds where the people are. He purchases the right to a brief announcement and makes it at the selected time. He takes great care to design his message so it will perform its function properly: to capture the essence of the idea of his product in the most appealing presentation he can make. He appropriates enough money to repeat that process in as many of the popular programmes he can find that will deliver the target audience he seeks to persuade.

When a commercial advertiser, in the city of Toronto makes just one such announcement a day, and then repeats it, just once, in the prime evening hours, repeating the pattern seven days a week, those two announcements a day will have reached 52% of the homes in this television area an average of two times. At the end of four weeks he will have reached more than 80% of the homes more than five times. At the end of thirteen weeks he will have penetrated with his message to 91% of the homes more than seventeen times. This technique we call advertising has been usurped by the commercial community and is now identified with it. Advertising has become the *automation of selling.*

Now I make the plea that this technique is not exclusively the property of the commercial food processor — he has his job to do and the nutrition educator has

her job to do. This technique is also available to those who are *marketing nutrition.* Much of what is needed to be learned can be done through this technique. It is a kind of *para-educational* effort dealing with the many items of nutrition education that can be reduced to simple messages. Let me offer an analogy. I serve on a committee in Washington, an advisory committee on population affairs and last week we received a report from the Massachusetts General Hospital of services performed in family planning. We learned that 88% of the family planning caseload served through the university facilities was handled by para-medical workers who had received from 3-6 months training. Physicians were needed in only 12% of the cases. This is not unusual in other areas of medical care. Much of what we need in the way of health care can be provided by medical workers with a minimum degree of medical education.

The same is true in education. The National Reading Center in Washington is developing literacy programmes for an estimated 21 million people who are functionally illiterate and cannot meaningfully read the simple instructions that come with a new refrigerator or the operating instructions for a machine in a low-skilled job. The Center's main goal in such situations is to recruit people who can be trained in a few weeks to serve as reading tutors. These are not necessarily university graduates, but people with minimum education living in the same community and of the same socio-economic group as the functional illiterate. This is a typical educational problem, that does not require the services of fully trained pedagogues. It becomes clear that in certain key areas of education, we may be overtraining our professionals. The overall responsibility of a physician does not require the extensive training he must undertake to become licensed. It has been estimated by some in the medical profession that 80% of what the physician has to do, once he is a qualified and licensed physician does not require the total specialization and training to which he devotes so many years of his life.

Now I offer these analogies by way of saying that much of what we have to teach in nutrition can be done effectively with radio and television through the advertising technique. A fundamental problem in the use of this technique for our purposes is how to reduce the information to minimum length — maximum comprehension messages. In nutrition education, for example, it can be done quite simply, it seems to me, by applying the technique to the nutritional priorities of any country. In most countries of the world, the number one priority nutritional problem would be protein malnutrition or protein-calorie malnutrition. Thus the number one message in nutrition education would be a message for protein where adequate protein foods are available but are not being adequately consumed.

Countries like India have a tradition *not* to introduce solid foods to infants at six month. Mothers will wait until two years. The big incidence of malnutrition is in those vulnerable years . . . in the second and the third year of life. The common reason offered is that dhall (lentil), the popular protein vehicle food produces gas and diarrhea. But it is not the lentil but inadequate cooking and contamination of water that are to blame. Now, if India could possibly re-educate the women of India to boil water, to cook dhall properly, and to feed it to their infants, the

nutritionists of India believe it would make a major contribution to nutrition in that country.

The appropriate mass media message would inform the mother as to what protein is, why it is important to the health of her child and the locally available foods to find it in. Other messages could be designed for Vitamin A malnutrition, for iron deficiency anaemia, and for Vitamin C malnutrition.

We have developed such a campaign also for a statewide nutrition program in New Mexico. . . in Navajo, Spanish and English. There were six messages in all. One had to do with food stamps, a big problem in New Mexico. Another had to do with the school lunch programme.

Now, these messages are not perfect. They are the product of a committee, a nutritionists debate. Nothing is ever 100% perfect. All progress is incremental. If we can get this much done on the air it makes for constructive forward movement. In New Mexico, the latest report is that food stamp useage has broadened considerably and that every school now has a school lunch programme. That is progress.

Now, you can easily see how messages can be designed for other major nutritional problems such as the importance of breakfast — the emphasis on the importance of the consumption of fruits and vegetables and their nutrients, sanitation, breast feeding, etc.

In Santiago, Chile, there is a major campaign in competition with commercial milk. You may be aware that in the developing world, especially in the cities, the shift from breast feeding to the use of artificial milk has become a serious problem. The Chile campaign emphasizes the advantages of "Mama's milk." Now, even food manufacturers in the United States are beginning to respond to the need for more balanced presentation of food information on television. Miles Laboratories, a leading vitamin manufacturer, has made some animated films for television on five or six nutritional subjects selected by an outstanding nutritionist from the School of Nutrition at Harvard University. The Kellogg Company has put two commercials on the air that deal with breakfasts. Now none of these is perfect, but all of them represent forward steps in giving to television some of the balanced food information and nutrition education that the people have long deserved.

In all of this the *message* is the key component. Without the properly designed message little else matters. Being on television is simply not enough. It's the message that makes television effective and vice versa. For this reason it is vital that message design be approached with full regard for certain indispensable disciplines. The message should be tested. We dare not be casual nor capricious about it. Too often messages are designed with something less than serious dedication. A musician is called in and is asked to write a jingle set to pleasant music. Then everyone sits around to listen and to vote on whether he likes it or not, as though personal likes and dislikes have any relevance. The only people eligible to make that decision are members of the target audience, and it is with them that the message must be tested, according to well-established research

procedures. It requires professionals and many of them are willing to volunteer their services for social causes. My company has done this so many times. Recently we were asked by Planned Parenthood and by The Advertising Council to plan a national campaign on family planning. We did it voluntarily.

Now, designing and testing the message is one thing. Getting it on the air is yet another. In your country television time should be available to you without charge because it is operated by the government. In the United States it is entirely licensed to private interests. In both our countries there is the practice to provide time for public service campaigns, but nutrition education has never been among them. The result is that the only voice heard on television is the voice of the commercial advertiser and that produces an imbalance in what we learn. The food manufacturer has his job to do and he does it very well. He has become subject to criticism lately — and some of it unjustifiable. After all, there is nothing wrong with a potato chip. What's wrong is the excess to which it is being eaten. Now the food manufacturer cannot be expected to assume the burden of nutritional instruction for society, any more than the farmer can. The farmer doesn't grow food in accordance with nutritional imperatives. He grows food for the marketplace.

Now there is nothing wrong, as I say, with advertising a soft drink or a snack. What is wrong is the total absence of any advertising for fruits and vegetables, or for all the essential foods we need for nutritional balance. This means that nutrition education must become a major public service on television, not a one-time panel show here and a 20-minute film there, but an organized reach and frequency campaign designed to match the advertising impact of the soft drinks and the snacks and the other processed foods. And you who are concerned with the problem must be concerned with the effort. Television is the new tool of nutrition education — without it nutrition education will be doomed to despair. With it you have the power to make nutrition wisdom the common sense of society.

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ACTION ON POVERTY

Dr. Ann Harvey
University of Alberta

As Home Economists, we've always had as our aim, improving the way of life. Trouble is, we don't get much notice. Possibly we aren't appreciated because we don't achieve our aim. It is possible that we work so hard at what we're doing that we don't stop long enough to look at how it fits into the overall culture.

I think it's time to count more than threads per inch and start counting natives actively involved in each unit of our programmes.

It's time to stop pushing breakfasts down the throats of the over-stuffed middle class and start fighting for fair food prices in low income sections of the city and country.

Alberta pays higher social assistance benefits to its recipients than any other province ([1], p. 3). A review of the 1971 clothing allowances for an Alberta housewife on welfare reveal that she was allowed one summer dress at $8.98 every three years, two housedresses at $7.00 each a year, one afternoon suit at $13.98 every three years, one tailored or 2-piece knit suit at $21.98 every four years, seven pairs pantyhose or stockings at $1.00 each a year plus some other basic necessities ([1]. p. 340). Such a woman needs help in choosing that dress once every three years but more than that, she needs more government support so she has more resources in the first place.

The government seems to be such a big intangible mass. "It giveth to the rich and it taketh from the poor" Ian Adams[2] would say. The rich, of course, would say vice versa. But it's the poor who are absolutely dependent on the government giving and it's the gap between the government-giving and poor-receiving where we as home economists could help immeasurably and achieve self-actualization at the same time.

WHAT IS POVERTY?

Since we probably haven't read Dickens since high school (and that was in another century and country anyhow) we probably aren't very well acquainted with the poor. For those of us comfortably remote from decisions like a ski jacket for 12 year old Bob or a pair of boots for 10 year old Chris, but not both, permit me to review data from the Poverty Report.

One out of every four Canadians lives in poverty. Living in poverty has been defined by Statistics Canada as meaning

your family spends more than 70 per cent of its total income on food, clothing and shelter. This 70 per cent figure is obsolete for 1973. The average family is probably spending less than 50 per cent of its total income on food, clothing and shelter; therefore the 70% figure should be lowered accordingly. Cost of living adjustments may be made but this does not take into account the standard of living changes. Poverty is a relative state. Poverty has been defined by the Economic Council of Canada as "insufficient access to certain goods, services and conditions of life which are available to everyone else and have come to be accepted as basis to a decent, minimum standard of living." ([3], p. 1)

The Senate Committee on Poverty set their own poverty lines which are higher than the Statistics Canada levels but are still not generous.

Family Unit Size	Senate Committee Poverty Lines, 1969 $
1	2,140
2	3,570
3	4,290
4	5,000
5	5,710
6	6,430
7	7,140
10	9.290

Looking at the poverty line of $5,000 for a family of four for example is an indication of how low these lines are. Results of a survey in 1970 indicated that most Canadians considered $6,500 to be the minimum acceptable for a family of four. What percentage of Canadians are struggling below minimum incomes then? Well over 25 per cent.

But that does not mean one out of every four Canadians is on welfare. *Sixty* per cent of the poor are not on welfare at all. People in this sixty per cent include handicapped, aged, unemployed and working poor people.

Of the poor receiving social assistance in July, 1970, only *thirteen* per cent were unemployed. The "welfare bum" ethic is one big myth.

Persons (excluding dependents) Receiving Social Assistance July, 1970

Groups	Per Cent
Aged	9
Permanently Disabled or Ill	41
Female Heads of Families	26
Temporarily Disabled	8
Some Working Poor	3
Unemployed	13

([3], p. 31)

THE POOR AND US

Being eligible for social assistance is no matter of pride for anyone. Getting it is something else again. Do *you* know what social assistance is available in your center? Have you ever been to the offices where it's collected? Are you aware of potential social assistance your community could be tapping but is not? If we don't know, how can we expect a poverty-income person to know or how can we help him find out?

This could be our task then: to help poor Canadians get all the social assistance that is their due, to learn about every form of social assistance available (e.g. what do you know about the Canada Assistance Plan and how your province is or is not taking advantage of it) and to take the responsibility for making these forms of assistance accessible to those who need them.

This means pushing our way into existing action, working on a one-to-one basis with the individuals in local, provincial and federal governments to speed

implementation of programmes and to make suggestions for altering those programmes to make them more beneficial to the recipients. We must work with lawyers and businessmen because they have strong lobbies and have a record for bringing about government action that they support. We must learn about and work with the local social services and grass roots organizations in our communities. These groups are rife with enthusiastic, dedicated people who need clout to make their programmes more effective.

This also means learning to interact effectively with low-income people, being cognizant of their problems enough to earn trust. It means teachers who teach their students what social assistance is available and how to find and use it. It means taking extension programmes to the poor and adapting the services so that they are considered helpful. It means drastic extension of homemaker service programmes and that depends on increased government recognition in the form of money. It means developing new kinds of assistance to cover gaps in health delivery programmes.

Confrontation will be involved at every stage. We need a massive organization of our resources to get into step and to integrate our separate courages. This is a tremendous task — to take up the Poverty Report and its arch companion the Real Poverty Report and act on their findings. No group has taken this on and we are best suited to the task. Let us take pride in our training and mobilize it into a united attack on the structures that perpetuate poverty and the development of an action programme to improve significantly the lot of those who are poor.

References

1 Parnell, T. **Alternatives to Poverty and Welfare in Alberta** Edmonton Social Planning Council, 1973

2 I. Adams, W. Cameron, B. Hill, and P. Penz. **The Real Poverty Report.** M. G. Hurtig Ltd., Edmonton, 1971

3 **Poverty in Canada**, Report of the Special Senate Committee. Available from Information Canada. Ottawa, 1971

Attention C.H.E.A. Members . . .

The C.H.E.A. Nominating Committee invites nominations for the following, for the 1974-75 Executive:

Chairman of the Committee on College Clubs
Chairman of the Extension Committee
Chairman of the Committee on Family Life
Director for British Columbia
Director for Alberta
Director for Nova Scotia

Please submit nominations signed by 5 members of C.H.E.A. and accompanied by a letter of acceptance from the nominee by January 25, 1974, to

Miss Ruth G. MacIntosh, Nominating Chairman, C.H.E.A.,
Ontario Ministry of Agriculture and Food,
315 Raglan St. S., RENFREW, Ontario. K7V 1R6.

"MY PHILOSOPHY OF HOME ECONOMICS

By Patricia R. Thoen
Student at University of Saskatchewan

For four years now, the study of Home Economics has played a major part in my life. This paper is an attempt to pull together my collection of impressions of the field of Home Economics: where we have been, where we are now, and the directions in which we should be reaching out in our service to mankind.

Home Economics is an applied field of science. It draws on the findings of related disciplines, such as chemistry, sociology, biology, and economics, and applies their concepts and principles to everyday life. Because of its wide scope, I am not at all certain that Home Economics can be defined as a profession without being too general and too vague. Home Economics and its primary organization in Canada (CHEA) appear to be umbrella-like co-ordinating organizations that draw together individuals and groups with concerns relating to Home Economics. An example of a general definition of Home Economics is the official definition as put forward by CHEA:

> "Home Economics is the area of study that correlates the humanities and sciences concerned with food, clothing, shelter and human relations and their effective application in the family, community and world."[1]

While a definition of this nature may be important in describing to persons unfamiliar to the field just what Home Economics does deal with, I think that a personal working definition, defining specific aims, goals, values, personal philosophy and one's orientation to a specific area of interest is extremely valuable and much more useful. My personal working definition is as follows: Home Economics is an applied field directed toward the betterment of interpersonal family relations and to the provision of the opportunity for self-actualization of the individuals who form that family.

One of the first definitions of Home Economics was put forward at the Lake Placid Conferences which were held from 1899 to 1908. According to this definition:

> "Home Economics is the study of laws, conditions, principles, and ideals which are concerned on the one hand with man's immediate physical environment and on the other hand with his nature as a social being and is the study especially of the relationship between these two factors."[2]

At the time that this definition was written, little in the way of scientific principles and concepts was known about man's nature as a social being. The socio-behavioral aspects of the profession were just in the early stages of development, and hence could not be incorporated into the field. And since, in

the late nineteenth century, the physical sciences were most highly developed, much emphasis was placed on man's physical environment and his relationship to material goods and surroundings.

The time has come, in my estimation, for the socio-behavioral disciplines to be given a much greater priority in the field of Home Economics. We have developed to the point of distortion and overemphasis of the area of the physical sciences and disregarded, to a large extent, the humanistic core of man and his nature as a social being. The strength of Home Economics in the future lies in the application of behavioristic principles to improve the quality of human life.

An understanding of the inner nature of man is especially important in this age of change. Technological changes are occurring at a more rapid pace every day, every hour, every second. Man must come to a greater understanding of himself in order to cope with these changes in his life. In the words of Alvin Toffler:

> "To survive. . . the individual must become infinitely more adaptable and capable than ever before. . . he must understand in greater detail how the effects of acceleration penetrate his personal life, creep into his behavior and alter the quality of existence."[3]
>
> "What is needed is, a concentrated focus on the social and personal implications of the future, not merely on its technological characteristics."[4]

Home economists must develop a greater awareness of and sensitivity to the cultural changes that are taking place. We are in an ideal position to understand the effects that rapid change has on the family and to be active in suggesting and promoting the kinds of changes that will be required to meet these new needs. Home Economics should not be involved in maintaining the status quo but rather in questioning and transcending those limitations to higher levels of fulfillment and achievement for individuals and families.

The following questions posed by a Danish home economist present a call for action and increased involvement on the part of home economists.

> "Have we been too narrow in our viewpoints, or have we not been sufficiently awake? Consumer movements have been born on the background of the home economist's somewhat puritan outlook on life. I am afraid that home economists to a certain extent have isolated themselves with their own problems without understanding the relationship between these problems and society. I wonder if our 'image' in the population is what it ought to be. Are we considered wide-awake, public-spirited and progressive or reactionaries and superior?
>
> "Why do home economists partake so little in public debates on family policy, legislation, the part to be played by each of the sexes, housing, home-life and problems in the family as a whole?. . . we must be the nearest of all to be interested in introducing new things into the debate about these vital problems."[5]

One Canadian university that has been successful in keeping in touch with cultural and societal changes and the changing needs of individuals has been

the University of Guelph. In 1968, MacDonald Institute at Guelph undertook an extensive study of the present and future needs of home economists and as a result, made some significant changes in their programme.

The aims of the college, as laid out in the academic brief presented in June of 1968, are to provide a program based on a comprehensive understanding of families as they function within their own particular social setting and in the community, with emphasis on the study of the family as a social system.

As a result of the survey which was conducted, they found that employers, as well as recent graduates and faculty members felt there should be more emphasis placed on the non-manual skills related to family living, on developing a greater understanding of the sociological factors affecting families and their relationship to physical needs, and on the theories and skills of communication.

MacDonald Institute is now known as the College of Family and Consumer Studies and the programme is divided into two departments. The Department of Family Studies includes Human Nutrition, Child Studies, and Family Studies; and the Department of Consumer Studies covers Consumer Studies and Textiles.

Because the community is assuming increased responsibility for education, for family living and for supportive care of individuals at different stages of the family life cycle, employment opportunities for family studies graduates are growing at a rapid rate. At present, some of these opportunities include: structured programmes in elementary and secondary schools and in adult education programmes; the provision of direct service and counselling for individuals and families through community agencies; and consultation work with allied professional groups (i.e. social workers, and public health personnel).

At this point, it seems important to take a look at some of the concepts that are now in existence and in operation in the profession of Home Economics: symbolism, professionalism, and organization on various levels — local, provincial and national.

At present, symbolism in our profession is exemplified by the use of the Home Economics crest, the College Club ring, and a logo. It is my feeling that when one is dedicated to a particular ideal, purpose of goal, it is not necessary to have a symbol representing that purpose. For one thing, much energy is expended in discussions and arguments over what would be an appropriate symbol. Once this decision is reached, money is expended in the reproduction and distribution of the symbol — be it pin, letterhead or whatever. Confusion also arises. The communication of a thought or an idea (in this case, the definition of a profession) is difficult enough when using the written or spoken word alone. Adding an additional encoding and decoding step to the communication process, in the form of a symbol, makes communication even more complicated. The stroke of a pen and the color of ink mean different things to different people.

I see the use of a Home Economics symbol as an attempt to draw the different areas of Home Economics together and unify the profession; and I'm not at all certain that this is an important goal. Different major areas have dif-

ferent purposes and although these purposes may be directed toward the same end result (perhaps, in this case, the betterment of family life) the means for reaching the end result necessarily differ. While one should have a rudimentary knowledge of what advancements are being made in other areas, it is more important, in my estimation, to share your ideas and suggestions with those persons who share similar problems in your specific area.

In this sense, I believe that organizations such as CHEA are misdirecting their energies and efforts, to some degree. In concentrating on improving the image of home economists and unifying the profession, they are missing opportunities to provide for the sharing and pooling of ideas and information. The most important service that a national or an international organization could provide would be to act as a clearing house for the exchange of information and as a referral centre for information and for persons knowledgeable in different areas.

Professional journals are important sources of information, as they provide an effective means of keeping up with the newest developments in any particular area.

Conferences and journals are both excellent ways of maintaining a sense of professionalism among the people who are working within the field of Home Economics. A sense of professionalism can have both good and bad effects on a person's ability to accomplish as much as possible in his or her chosen area. In the sense that pride in our profession urges us on to provide the best services possible, professionalism is a helpful and nourishing concept. However when our professionalism takes precedence in our interaction with others, to the point where we refuse to acknowledge the importance of work that is being accomplished by persons working in para-professional and vocational areas, it becomes destructive. Each of us has his or her own contribution to make, and to belittle the contribution of those who may not have had the opportunity or the desire to become a 'professional' is to erect a barrier to progress.

Since Home Economics is primarily a women's field, at present, we must come to terms with our existence as women and with the problems that we will encounter upon entering the work force. We must acknowledge the reality of the discrimination and oppression that we will, in all probability, face at some point in our careers, become informed about and aware of the reasons for its existence and think through our own methods for confronting the problems as they arise.

We must also be aware of the oppression facing members of the male sex in their role-stereotypes. The following quotation is from an editorial that appeared in the Saskatoon Star Pheonix, and states both sides of the case for oppression.

> "Women's Liberation does not want women to be the same as men. Neither do they want to be 'feminine' in the traditional meaning of the word...Women, and men, should simply be allowed to be human. There are many women who are prevented from becoming doctors, lawyers, engineers...by the old prejudices of society. But there are also many men who are prevented from becoming kindergarten teachers, nurses, typists by the very same set of prejudices.

"There are differences between men and women, but there is also a common humanity we all share which is much more important than the differences."[6]

Since the nuclear family is the place where children are socialized in the way in which they relate to other people — both of their own sex and the opposite sex — home economists are in an ideal position, in their interaction with families, to confront and deal with human oppression at its source.

One woman who was well aware of the implications of being a woman and of the restrictions placed on a woman's freedom was Ellen Richards. Her aim was not to be one of the delicate little dolls or the silly fools who make up the bulk of American women, slaves to society and fashion, but rather to fight her way into a meaningful profession. Ellen Richards was the first woman to enter any strictly scientific school in the United States (the Massachusetts Institute of Technology). She was a woman of many interests, giving assistance to anyone who was in need, and especially to other women who were attempting to follow paths similar to her own. Mrs. Richards was instrumental in organizing the American Home Economics Association and in developing academic programs for the education of women in Domestic Science. She helped to set up a home-study correspondence course, was active in nutritional promotions, and encouraged the development of a questioning attitude as opposed to the blind acceptance of traditional ideals and concepts. Mrs. Richards was a very intense kind of person, creative and disciplined at the same time, with an intuitive sense of when was the appropriate time to introduce new ideas and to press for change. Her life and ideals may be summed up in the following quotation. According to Ellen Richards, Home Economics stands for:

"The ideal home life for today unhampered by traditions of the past.

"The utilization of all the resources of modern science to improve the home life.

"The freedom of the home from the dominance of things and their due subordination to ideals.

"The simplicity in material surroundings which will most free the spirit for the more important and permanent interests of the home and of society."[7]

Mrs. Richards was representative of a new breed of woman and a new breed of home economist in her time. Many of the ideals that she stood for and the principles that she lived by are still applicable today, but in her own words, we must be 'unhampered by traditions of the past'.

The home economist of the '70s must also be a new kind of woman. She must be an extremely sensitive person — sensitive not only to individual needs and effective ways of satisfying these needs — but also sensitive to the many rapid changes that are occurring on a much broader scale in our society and its longstanding institutions. The new home economist must be flexible, willing to listen and able to communicate effectively; she must be aware of the societal pressures being exerted on mankind as a whole, while still treating each person with whom she interacts as a unique individual — understanding and appreciating differences.

Home Economics in the '70s presents many challenges and problems. We must:

— provide leadership for the development of new community services
— educate the public in economic methods of consumption
— concentrate heavily on the search for solutions to urban problems
— help people to understand and utilize the existing social institutions to their best advantage
— help in the creation of new norms for parenthood and new sex roles
— develop a feeling for people and humanity in general that will enable us to overcome differences in backgrounds
— place a greater emphasis on the quality of interrelationships in all aspects of life
— be aware of and appreciate the diversity of life styles that is in existence, aiming ultimately for an understanding of people, their values and their resources.

Above all we must approach life in a creative and humanistic manner. With our knowledge, and the combination of the unique contributions that each of us has to make, we have the power to affect and improve one of the most, perhaps *the* most basic unit of our society — the family. Life, itself, is an honour and a privilege. We must treat it with respect and be gentle with ourselves and others.

1 W. Young, Lectures given in Home Economics 473A, The History and Philosophy of Home Economics.

2 American Home Economics Association, **The Field of Home Economics — What It Is**. p. 53.

3 Alvin Toffler, **Future Shock**. p. 35.

4 Alvin Toffler, **Future Shock**. p. 424.

5 Hanne Sondergard Madsen, **XIth International Congress on Home Economics Education**. pp. 20-21.

6 Halina Zaleski, **Saskatoon Star Pheonix**, March 1, p. 26.

7 W. Young, Lectures given in Home Economics 473A, The History and Philosophy of Home Economics.

UNIVERSITY OF WINDSOR

TEACHING POSITIONS

Additional faculty are required at the undergraduate level in the areas of (1) Foods and Nutrition; (2) Housing and Interior Design; (3) Family Relations and Home Management. Masters degree required. Experience preferred.

Rank and salary dependent on qualifications and experience.

Reply to: Miss Phyllis McDermott, Head, Home Economics Department, University of Windsor, Windsor, Ontario N9B 3P4.

Microwave cooking facts

Resource Centre

You've probably wanted to know more about microwave cooking — but didn't know who to ask! Now there's a central source of information, The Canadian Microwave Cooking Bureau, organized by: Amana, Canadian General Electric, Corning, Eaton's, GSW Appliances, Panasonic, Robin Hood Multi-Foods, Simpson-Sears, Toshiba. Following are basics about microwave cooking. In future issues of the Journal, C.M.C.B. will supply more technical information. Meanwhile, for more information write: Suzanne Martel, Canadian Microwave Cooking Bureau, Box 54, Station S, Toronto, Ont. M5M 4L6.

Microwave Cooking Popular

The popularity of microwave cooking is growing because it fits into modern life styles. The increasing number of working women, staggered meal times, singles setting up households, mobility, informal visiting patterns — these factors have created a demand for more convenient ways to cook. Over 1 million U.S. homes have microwave ovens. Over 7% of Japanese households have them. About 35,000 homes in Canada have them.

Fast Cooking

Microwaves are a form of radio frequency energy. A microwave oven is a type of "radio transmitter". But the energy has been harnessed to stay within the confines of the oven cavity and cook in about ¼ the time of conventional methods. A microwave oven needs no warm up time. The microwaves penetrate foods immediately to a depth of between 1-in. to 1½-ins. Molecules of moisture, fat, protein and sugar in the food absorb this energy and vibrate at an extremely rapid rate, producing heat. The heat penetrates to the rest of the food by conduction. Foods cooked in a microwave oven heat from the outside to the inside.

Time Setting Important

In cooking with microwaves, time is the only control variable. There is no temperature setting. Cooking time is related to the food's starting temperature, volume and density. Examples: food taken directly from a refrigerator takes a few seconds longer to cook; one baked potato takes 3½ to 4 minutes, three about 9 minutes; a 1½ lb. piece of meat takes longer to cook than a 1½ lb. banana bread.

Versatility

A microwave oven can do many cooking jobs normally done in a conventional oven or on a range surface: poaching fish or eggs; baking potatoes, cookies, cakes; roasting beef or turkey; frying bacon; steaming vegetables of all sorts. With microwaves, foods can be cooked, reheated and frozen foods defrosted in minutes. Teamed with a conventional range and a freezer a microwave oven can save considerable time. Many microwave oven owners broil or

barbecue steaks conventionally, freeze them and when they want one, quickly reconstitute it in the microwave oven. Casseroles can be cooked with microwaves or conventionally, frozen and reconstituted quickly with the microwave ovens.

Utensils & Containers

You can use a host of utensils and containers in a microwave oven. All sorts of paper items — napkins, towels, plates, cups, cartons with frozen foods or take-out items, freezer wrap, heavy cardboard from meat packages. Dishwasher-safe plastics, picnicware, hard plastic trays, bowls, etc. can also be used. And, of course, you can use glass, glass-ceramic and china. Cooking bags and boil-in-the-bag pouches can be used too. Metal utensils, containers and china with metal trim are not recommended for microwave oven use. This is because metal reflects microwaves away from the food preventing it from cooking. However, in some cases aluminum foil, very shallow metal trays used in frozen food packages and skewers may be used. Aluminum foil, for example, can be used to cover the ends of chicken legs to slow down the cooking in relation to thicker parts of the bird. But not necessarily in every microwave oven. In some cases even a small amount of metal may result in loss of efficiency or damage to a microwave oven.

Adaptable

Countertop microwave ovens operate from 110-120 volt 15 amp grounded outlets. They can be used in the kitchen or at the cottage, as a portable or a built-in unit; portable uses include patio, poolside, dockside. Heat is contained in the oven cavity so the kitchen stays cool. Often the utensil the food is in will not get very hot although the food does. The possibility of burnt fingers is substantially reduced. And a microwave oven is a much more efficient user of energy, compared to a conventional oven.

Safety

Microwave ovens have been called the safest appliance one can have in the kitchen. Microwave ovens sold by members of the C.M.C.B. are CSA approved, listed with UL in the U.S. and meet the U.S. Government safety standards — the most stringent in the world. The Canadian Government is soon to issue safety standards. These are expected to be similar to the U.S. standards. These require that ovens be designed with a system of as many as three safety interlocks to prevent the oven operating when the door is open. Any one of the interlocks can turn off the oven when the door is open. When an oven is operating, the possibility of energy leaving the cavity is minimal. The amount of energy emission is regulated by the U.S. safety standard. The Journal of the American Medical Association (March 8, 1971) had this to say about this standard: it "limits levels of typical exposure in normal use to approximately 1/10,000 the level known to cause harm to humans."

CLOTHING STUDIES ASSOCIATION OF CANADA

ASSOCIATION CANADIENNE POUR LA PROMOTION DES SCIENCES ET DE L'ART DU VETEMENT

by Dr. V. Lefebvre
Associate professor
School of Household Economics
University of Alberta

The purpose of the newly formed Clothing Studies Association of Canada is to encourage the growth of studies of clothing. To this end, the Association will strive to facilitate professional communications among individuals whose work involves the conducting or utilization of research and development in the clothing field. Members of the present executive are: R. Hastie (University of Manitoba), president; A. Kernaleguen (University of Alberta), vice-president; N. Fetterman (University of Alberta), secretary; E. Shannon (University of Manitoba), treasurer. Though present membership is drawn mainly from post-secondary institutions, there is also representation from extension and secondary education.

Annual meetings are designed to provide a forum for presentation of research and other information pertinent to the membership. Speakers at the 1973 Annual meeting held at Kingston, Ontario, were: Mrs. Lissa Taylor, Fashion Director, Department of Industry, Trade and Commerce, Ottawa and Mr. Chris Kuzik, Executive Director, Apparel Manufacturers Association of Ontario. It is hoped that through the Association clothing studies may become a more viable part of retailing, manufacturing and social services.

Those interested in this area of study are invited to join the Association. Memberships are ten dollars per year. Individuals and Institutions wishing to support the new Association may obtain application forms from:

Mrs. Elizabeth Shannon
Department of Clothing and Textiles
Faculty of Home Economics
Winnipeg, Manitoba R3T 2N2

par Soeur Pierrette Delisle, professeur
Département de Diététique
Faculté des Sciences de l'Agriculture
et de l'Alimentation
Université Laval

Le but de la nouvelle association canadienne est de promouvoir les sciences et les arts se rapportant au vêtement. Dans cette optique-l'Association se propose de faciliter les communications entre les professionnels du vêtement dont le rôle comprend soit la poursuite, soit l'utilisation de la recherche dans ce domaine. Les membres du Conseil exécutif actuel sont: R. Hastié (Université du Manitoba), président; A. Kernaleguen (Université de l'Alberta), vice-présidente; N. Fetterman (Université de l'Alberta), secrétaire; E. Shannon (Université du Manitoba), trésorière. Bien que la majeure partie des membres actuels proviennent des institutions d'enseignement de niveau post-secondaire, le groupe comprend aussi quelques représentants de l'éducation permanente et secondaire.

Des rencontres annuelles sont prévues pour favoriser la transmission des résultats de recherche et des autres informations pertinentes à l'Association. Les conférenciers invités à la rencontre 1973 qui s'est tenue à Kingston, Ontario, étaient: Mme Lissa Taylor, directrice de la Section de la mode du Département de l'industrie et du commerce à Ottawa et M. Chris Kuzik, directeur exécutif de l'Association des Manufacturiers de vêtements de l'Ontario. On souhaite que, par cette Association, les recherches dans le domaine de l'habillement puissent être utiles à la fois aux manufacturiers, aux détaillants, aux éducateurs et aux consommateurs.

Les personnes (ou les groupes) intéressés aux objectifs de l'Association ou qui désirent encourager cette nouvelle Association nationale peuvent se procurer des formules de demande d'adhésion à l'adresse suivante:

Mrs. Elizabeth Shannon
Department of Clothing and Textiles
Faculty of Home Economics
Winnipeg, Manitoba R3T 2N2

Cotisation annuelle: $10.00

University of Guelph

Dr. Janet Wardlaw will be on one-year leave of absence in 1974, before beginning her second five-year term as Dean of the College of Family and Consumer Studies. In her absence, Dr. Richard Vosburgh will be acting Dean and Dr. Elizabeth Gullett will be acting chairman of the Department of Consumer Studies.

Bishop Workshop — July 1974, Calgary

The Calgary Home Economics Association is sponsoring a workshop — Advanced Bishop Fitting and Tailoring II from July 15-26th in Calgary. The instructor is Kitty Rotruck, the prerequisite is the Basic Bishop Workshop by Kitty Rotruck.

For further information, please contact —

Calgary Home Economics
Association,
Mrs. Barbar Nattress,
844 Lake Ontario Drive, S.E.,
Calgary, Alberta T2J 3K1.

What Can YOU Do for C.H.E.A.?

New Members are urgently needed to help our association survive. Talk about C.H.E.A. with your fellow workers — encourage non-members to join. Help make this a national association for ALL home economics graduates.

METRIC CONVERSION

C.H.E.A. has the opportunity to participate in the development of plans by the METRIC COMMISSION in Ottawa for metric conversion.

Your C.H.E.A. Metric Conversion Committee has been working very hard to develop a program of research and communications to further the education of its own members as well as consumers toward metric conversion.

This article is the first of a series your committee plans to publish in the Journal to keep members informed and up to date. Article reprints will be made available.

The following brief was submitted by your C.H.E.A. Metric Conversion Committee to the METRIC COMMISSION together with a statement of the aims of C.H.E.A. and an occupational breakdown of the C.H.E.A. membership as of October 1972.

C.H.E.A. PROPOSED ROLE IN METRIC CONVERSION

As a consumer oriented profession which heartily endorses metric conversion in Canada, C.H.E.A. proposes two main thrusts, namely research and communications, in furthering metric conversion programmes. To develop recommendations to forward to Steering Committee 9 we are pursuing the following action plans. However, as we see it, our role on the C.H.E.A. Sector Committee is a dual one. It is as necessary to keep our members informed of the Metric Commission's plans and to provide feedback as it is to forward pertinent guidelines and recommendations to the commission.

C.H.E.A. Research Programme

(a) Comparison Study of mass and volume metric measure techniques. e.g.

dry ingredients in recipes.

(b) Investigation of pre-measured food sizes in relation to utilization in recipes. e.g. gelatin, yeast and cooking chocolate.

(c) Study to develop guidelines for recipe conversion.

(d) Study to develop guidelines for metric equivalents for bedding, other linens, and household furnishings.

C.H.E.A. Membership Information Programme

(a) To publish articles in the Canadian Home Economics Association Journal, our professional journal, on metric system as it applies to: household equipment, clothing, textiles, furniture, food, packaging, in order to keep C.H.E.A. members informed.

Reprints to be made available.

(b) To hold a Metric Conversion Workshop at the Biennial C.H.E.A. Convention, Vancouver, B.C., in July 1974.

(c) Collect and display selected resource materials and prepare a list for distribution. This to include both educational materials and names of suppliers of metric measures.

Consumer Communications Programme

(a) Speakers Bureau

(b) Publicity/information through media contacts

(c) Develop audio-visual aids.

The following is a list of the members of the C.H.E.A. Metric Conversion Committee:

Chairman:
Miss Wendy Sanford
Corning Glass Works of Canada Limited, Toronto

Miss Stephanie Blackstone
Health Protection Branch, Toronto

Miss Sally Henry
Maple Leaf Mills Limited, Toronto

Mrs. Kay Hodgins
Consumer and Corporate Affairs, Toronto

Mrs. M. Humphries
Seneca College, Toronto

Miss Isabelle Morrison
Ontario Ministry of Education, London

Mrs. Jane Simms
The Consumers' Gas Company, Toronto

NUTRITION CANADA NATIONAL SURVEY REPORT

On November 6, 1973, National Health and Welfare Minister, Marc Lalonde, tabled in the House of Commons, the first report of the Nutrition Canada National Survey. The major findings of this report are:

— a large proportion of Canadian adults are overweight;
— iron deficiency in large numbers of Canadians of all ages;
— protein deficiency in some pregnant women and some children;
— shortage of calcium and vitamin D in the diet of many infants, children and adolescents;
— some evidence of vitamin C deficiency in Eskimos and, to a lesser extent, among Indians.

The first report of the National Survey is the result of more than three years of research, implementation and analysis. Further reports containing data for individual provinces, as well as special reports for Indians and Eskimos, are expected to be available next Spring.

Along with identifying major nutritional problems, the report suggests priorities on which government and

concerned groups should base their future action. These priorities involve:

— strengthening the government regulatory role in ensuring that the Canadian food supply is nutritionally adequate;
— developing effective programmes by government and industry to inform and motivate the Canadian public to realize the value of nutrition;
— placing adequate emphasis in nutrition education programmes regarding the concerns and vulnerability of certain segments of the population;
— emphasizing responsibility of the individual in adopting sound eating habits;
— gearing the training of health professionals to meet the nutritional needs of society;
— developing systems for monitoring and surveillance of the nutritional health of Canadians.

Copies of the Nutrition Canada National Survey Report are available to the public from Information Canada bookstores and can also be ordered by writing to Information Canada, 171 Slater Street, Ottawa, Ontario K1A 0S9. Cost of the report is $2.75.

From release by Health & Welfare — Canada.

CONVENTION '74
Alberta
Home Economics Association

COMMUNIC—ACTION That's the theme of the 1974 Convention of the Alberta Home Economics Association. Home Economists will have plenty of opportunity to *communicate* with each other and to hear and to generate new ideas for *action* programs in home economics.

☆ *Preparing the Consumer for Metric Conversion* is a concern to home economists. Changing to the metric system is a slow process, frightening to some and challenging and exciting to others. Home economists as agents of change, must launch extensive and intensive educational programs on metrication.

☆ *The Swinging Seventies* will focus on the senior citizen in society. How can we as individuals and as home economists contribute to meeting their needs? How can we begin to prepare ourselves for the later years?

☆ *Obesity — The Relationship Between Obesity, Nutrition and Activity* Findings of the Nutrition Canada Survey confirm that obesity is becoming a problem for increasing numbers of Canadians. How can we, as home economists, respond to this concern? In addition to the presentation and discussion, there will be a display of innovative materials for teaching nutrition.

☆ *Communication Through Clothing* has been the subject of recent research. Findings of this research into physical appearance — clothing, posture and grooming, will be presented. What implications will this information have for home economists both as individuals and as educators? Attend and learn more about this dimension of clothing.

These four sessions will run concurrently with each being presented three times. This means that you will be able to attend and participate in three of the four subject area sessions.

There's something for everyone plus more! Additional Convention program information will be available later.

Come to COMMUNIC—ACTION in Calgary, April 18 and 19, 1974 at the Palliser Hotel.

CANADIAN HOME ECONOMICS ASSOCIATION CONVENTION '74, VANCOUVER

JULY 7th - 11th, 1974

Hotel Vancouver — Vancouver, B.C.

IT'S ALL HAPPENING ON THE WEST COAST IN '74

In the last issue, we hope you read about Gateway '74 — L'Horizon and some of the early Convention plans. Watch for a more complete outline of programme plans in the next issue.

Plan now to continue your vacation with the Convention. After you visit Vancouver, you may want to take advantage of additional travel opportunities. Some of the exciting alternatives are:

- Hawaii
- Alaska
- Canadian Rockies
- Vancouver Island
- Okanagan

"B.C.-ing" You

1974 C.H.E.A.

PRE-CONVENTION WORKSHOP

JULY 3-5, 1974

VICTORIA, BRITISH COLUMBIA

FAMILY DYNAMICS

GUEST SPEAKERS
AND DISCUSSION ON

- **FAMILY COMMUNICATION**
- **HUMAN SEXUALITY**
- **MORAL DEVELOPMENT**

ADDITIONAL INFORMATION IN FORTHCOMING C.H.E.J. ISSUES OR WRITE:

MRS. JUDY ADAMSON
NEW WESTMINSTER SECONDARY SCHOOL
835 - 8th STREET
NEW WESTMINSTER, B.C.

Abstracts of Current Literature

Prepared by the staff of The School of Home Economics, University of British Columbia.

Urban Middle-Class Life Styles In Transition

P. J. Miller and G. Sjoberg.
1973.
The Journal of Applied Behavioral Science, 9:144-162

The researcher's purpose is to clarify theoretical issues regarding life styles, and the importance is noted: "A life style of a group denotes a crucial link between individuals and the broader social order and affects the manner in which persons adjust to sociocultural change and attain meaning in life".

The theoretical and historical context is reviewed, against which the breaking up of middle-class life styles and the emergence of new ones must be viewed. Changes, mainly structural, in the American society are outlined. These changes have been stimulated and supported by marked changes in values and beliefs in middle-class sectors, whose youth protest activities during the 1960s led to accepting patterns formerly associated with the Bohemian and lower-class sectors: drug cultures, rise of "flower children", the hippie movement, and an alternative social order. Divergence is seen in the numerous dropouts from the traditional middle-class life styles as "street people" or members of communes, depreciation of conspicuous consumption, and the Women's Liberation Movement, affecting the role of the middle-class female and challenging traditional forms of family life and other aspects of life style.

The research indicated that many people self-identified as members of the alternative society have a distinct commitment to creating new kinds of life styles versus merely rejecting the traditional ones. "Life style" refers to "the nature and interrelationships of certain basic activities — leisure, work, and kinship-friendship — that actors carry out within a particular ecological setting," and a "social triangle" is conceptualized with one basic activity at each apex.

Comparisons were drawn between "straights" (relatively "traditional" members of the middle class) and "nonstraights" (persons who adhere to the alternative society). The nonstraights' criticisms of existing life ways underlie their efforts to restructure the nature of the social triangle by experimenting with divergent ways of living. The straights are also critical but favored a restrengthening of the traditional nuclear family unit. They, also, were critical of the work and leisure components of the social triangle but, unlike the nonstraights, they fail to take action to alter the situation.

Between the straights and nonstraights a difference is apparent regarding the interrelationships of the basic activities: a segmented vs. a unified world view. The straights tend to maintain separation between life activities whereas the nonstraights are attempting to create a more meaningful world by uniting the three elements formerly separated.

Through the framework of the social triangle, life styles additional to straights and nonstraights were identified. Two dimensions of middle-class life styles — the nature (traditional and non-traditional) and the form (segmented or unified) — can be a basis for working toward middle-class life style classification.

The emerging postindustrial order and the concomitant social and cultural changes make possible a wider range of life styles than in the past. Four implications were seen. 1) The alternative society's impact upon urban communities is likely to be greater than the present number of adherents suggests. 2) The new life styles are beginning to restructure the urban community in America. In striving to unify their basic activities, nonstraights must organize themselves ecologically in a manner that challenges many unsympathetic elements of the community, thus the possibility of their entering the political arena towards which many are skeptical or hostile. 3) For large-scale organizations, questions arise as to the "fit" with the realities of the present day, e.g. Census Bureau's categories for data, the school system, legislators and government agencies in devising urban policy. 4) Almost all people in differing life styles are searching for a sense of community. Although variously defined by different subgroups, this quest for community represents one common basis for working out an adjustment in urban centers of the future.

Resurgence of Wovens

Editors
Spring/Summer 1973
American Fabrics, 97

The boom in knits is apparently receding. From 1968 to the third quarter of 1972, woven yardage in cotton, woolens, and worsted and manmades declined. From 1968 to 1971 woven yardage was down nearly two billion linear yards. The consumer had been expecting knits to solve many of their easy-care expectations, and have been considerably disappointed. Now we learn that woven fabrics have resurfaced. Several reasons have been suggested. For men's suits, doubleknits do not "lay up" or tailor as easily and quickly as wovens. Wovens do not sag and bag. They also seem to appeal more to the traditional "male eye and taste". In womenswear, knits have had a sameness about them. Technical fabric defects in knits have been a grave offender. In addition, wovens have had an unlimited capacity for variation in styling.

Even with these defects, knits still offered the consumer comfort in their ability to stretch. When wovens did reappear, they brought with them 10 to 15 percent stretch, often in two directions. The woven revival can be attributed more to stretch than to any other factor.

The article points out, that a small but significant factor in the resurgence of wovens, is the current idea of the return to nature. Wool and cotton have always been associated with wovens. The woven look that is most conventional today is the tweed suit, and that of course is "both natural and woven". The main fashion fabrics suggested are checks, corduroy, denim, donegal, gingham, plaid and tweed. These fabrics helped to bring wovens back to prominence since they complement the present youth-oriented American look.

Who Are They? The New Vegetarians.

J. T. Dwyer, L. D. V. H. Mayer, R. F. Kandel, and J. Mayer

1973 Journal of American Dietetic Association, 62:5, 503-509.

The authors point out that the word "vegetarian" describes a person who abstains from the consumption of meat, fowl and fish as food, with or without additional proscriptions on eggs and/or dairy foods. Voluntary vegetarianism in environments in which animal products are readily available is not a new concept. Vegetarianism has been practiced in American society among a small proportion of the population for a long time; however, in the past few years, there has been a seemingly marked increase in it popularity, in conjunction with the rise of the "health" or "natural" foods movement.

This study included 100 young American adults (thirty-five years of age or younger) living in various settings in a large northeastern city. Diet and related aspects of life style were studied by means of interviews, dietary histories, and questionnaires. The study population consisted entirely of volunteers. The subjects reported a wide spectrum of avoidances, both in animal and other foods. Almost all of the subjects weighed less than their highest adult weights. Weight loss was greater among men with extreme animal food avoidance patterns and greatest among those classified as extensive dual avoiders (extensive avoiders in both animal and non-animal categories). The great variations among subjects suggest that the "new" vegetarians comprise several diverse groups, ranging from semi-vegetarians who avoid only a few animal foods to vegetarians who have bizarre proscriptions against a variety of non-animal foods, such as cooked foods or cereal products, in addition to their avoidance of all animal foods. While present behavior was abstemious, many of the subjects revealed during personal interviews that drug use has been a factor in their espousal of vegetarian diets. About half of the subjects stated that they followed the specific dietary teachings of various "lay" experts.

The Role of the Heartbeat in the Relations Between Mother and Infant.
L. Salk.
1973.
Scientific American, 228:24-29.

The reported investigations arose from the question: could "close to a mother's heart" have a basis in behavior and represent a psychobiological process?

In investigating mothers' behavior when presented with her newborn baby, a strong tendency was found for left-side holding (83 per cent of 255 right-handed and 78 per cent of left-handed mothers). These findings support studies by Weiland and by Weiland and Sperver where left-side preference is identified.

In examining 466 works of art depicting mother and child, 80 per cent showed the child held to the left. Similar findings emerged from study of artistic representations from various cultures.

A contrary trend was observed in the follow-up clinic for premature infants: an unusually large number of mothers held their baby on the right. A suggested reason is the common factor of immediate separation of mother and infant following birth. A large scale study was undertaken to determine if prolonged postpartum separation affects the mother's response to the baby. Some infants were separated because premature, but other full-term babies for medical reasons.

The findings strikingly confirmed the earlier observations. It was concluded that prolonged postpartum separation does alter the mother's response to her baby, that the time immediately after birth is a critical period during which the

stimulus of holding the infant releases a certain maternal response, and that the process may somewhat resemble imprinting in birds and mammals. The data further indicated that mothers in the experimental group who had previously had another infant with whom there had been early contact tended to hold their new baby on the left side. The mothers of firstborns, however, actually showed a right-side preference.

Next the length of postpartum separation was examined. The results indicate that the length of separation does not greatly affect maternal response and that the critical period for establishing left-side holding preference in mothers is the first 24 hours after birth. The data indicated that it was post partum separation for any reason and not prematurity *per se* that affected the holding response. It is suggested that some physiological mechanism may increase mothers' sensitivity shortly after childbirth and the holding response is stimulated by contact with the infant.

Left-side holding places the infant near the mother's heart; it is suggested that the maternal heartbeat, related to the fetal nervous system, occupies a place of primacy and constancy and may be associated with a feeling of well-being. The prenatal sensory experience may explain, from a psychobiological viewpoint, the universal appeal of music with its rhythmic beat.

To examine if the maternal tendency to hold infants near the heart is congruent with their need, a further experiment was set up. Infants were placed in a nursery immediately after birth and, except for maternal feeding, were kept there four days and exposed continuously to the recorded normal human heartbeat. A control group was monitored without exposing them to the heartbeat sounds. Findings are: weight gain and less crying in the experimental group, but no significant difference in food intake between the two groups. Since food intake was the same, the weight gain was attributed to decreased crying.

The survival value of biological tendencies in living organisms is noted, and that in nature the interaction between two organisms involves mutual satisfaction. Left-side holding of the infant appears to provide satisfaction for both infant and mother.

Nutrient Standard Menus

J. M. Harper and G. R. Jansen
1973
Food Technology, 27: 48-52

Some methods of planning menus to meet standards of nutrient content based on recommended dietary allowances are described.

The disadvantages of menu planning based on food groups, (e.g. U.S. Basic Four) concept are pointed out. This concept was useful in the past, but now there are factors, such as availability of computers and nutrient labelling of foods facilitating menu planning based on nutrient standards.

Planning nutrient standard menus (NSM) involves summing of the nutrients provided by each menu item. Nutrients included in the standard will vary with the population group to which the standard applies. For the general population, usually if the standard for six to twelve nutrients is met, the diet will likely meet all nutrient requirements. Information necessary for calculating the nutrient content of menu items is obtained from standard tables of food composition (e.g. USDA Handbook No. 8) and from package labels. Where necessary, nutrient loss in food preparation must be taken into account.

The method of NSM planning must minimize hand calculation, be simple to use, and easy to visualize.

Three methods are described:

1) Computer method. Menus are prepared from a large number of precoded recipes so as to give total nutrients to meet the standards. Inasmuch as this method requires a large digital computer system, its use is limited.
2) Abacus method, developed by the authors for use in the National School Lunch Program, and being tested nationally in 60 schools. This method is based on the use of a specific file of recipes whose nutrient contribution has been pre-calculated. An abacus-like device sums the nutrients in each menu in terms of bead units, with each bead representing 10% of the meal standard for that nutrient. Each of the nutrients included is represented by a row of beads of a specific color. In summing the nutrients, the beads are simply moved from left to right. When ten beads have been so moved the standard for the nutrient has been met. The authors suggest this method as a good tool for nutrition education, and a way of making nutrient labelling information relevant to the consumer.
3) Group method in which common menu items are sorted into groups having similar nutrient content. Although in principle this is similar to the Basic Four, it requires many more groups, from 40-100, the number depending on the importance of variability of different nutrients within the groups. This method is suggested as particularly applicable for hospital use in planning special diets.

Other methods are possible. The authors suggest that small inexpensive electronic computers will become increasingly useful in menu planning.

GERTRUDE KABLE

Gertrude Kable, Manager of Checkerboard Kitchens, Consumer Service for Ralston Purina Company died in St. Louis, Missouri on October 1973.

Miss Kable was a graduate of Iowa State University and in 1971 received an award as an outstanding Home Economics graduate at the University's centennial anniversary. Miss Kable was active in many American professional organizations and was also a member of the Canadian Dietetic Association, and Canadian Home Economics Association.

By MARJORIE ELWOOD

Cyanide

Apricots are an excellent food when the pulp or pulp and skin are eaten in the usual way. But when the "health food faddists" eat apricot pits, the effects are quite different. The New York Times reported that a Los Angeles couple who ate a puree made from thirty apricot pits were hospitalized with abdominal discomfort, rapid heart beat, dizziness, headache and impaired vision. Apricot pits contain a chemical that the body converts into cyanide.

No Green Cheese on the Moon

Dr. W. H. Sebrell of Columbia University was asked to comment on the suggestion that there should be research to prove that vitamin C does not cure a cold; that the Atkins diet does not work and that not everybody needs to take a vitamin every day. He replied that if researchers are going to spend time proving negatives then maybe they should start by proving that no part of the moon is made of green cheese.

What researcher wants to spend his life merely disproving a variety of "nutty" assertions? Besides, who believes scientific proof as against a new, no-sweat way of curing everything?

The Malnutrition Problem

Malnutrition is not a medical failure but an educational failure according to J. S. Sinacore and G. Harrison of the Bureau of School Health Education, Albany, N.Y.

Kitchen Organizers

Rubbermaid has three new "organizers" that are the answer to hard-to-store equipment — brooms and mops, ironing board, and vacuum accessories. The broom and mop holder which fastens on the back of a door is 13½" wide, 2¾" deep and 10" high. It has vinyl coated hooks for mops and broom as well as space for the dust pan and whisk. The ironing organizer holds the ironing board and also has compartments for an iron, spray starch and sprinkler bottle. It is 12½" by 3¼" by 11". Hard-to-store sweeper hose, cleaning heads, extension tubes and extra vacuum bags can all be conveniently stored in the vacuum organizer.

All three of these space saver devices are available wherever houseware is sold, in an attractive sand colour at a suggested price each of $2.95.

A Sharp Idea

The Dole people have made available a specially designed pineapple knife to make the preparation of fresh pineapple easier. It has a stainless steel double

serrated curved blade (for either left or right handed people) and a "comfort" designed white handle which is dishwasher safe. Because the blade is deftly curved, you can cut every bit of the luscious pineapple away from the shell. Look for details of this shaped pineapple knife at your favourite fresh fruit store.

Non-Alcoholic Wine

Counterweight Limited recently launched an extensive line of calorie-reduced foods including a unique line of de-alcoholized wines. They are real wines developed in the Carl Jung Wine cellars of Boosenburg, Germany, then de-alcoholized so that their calorie content is reduced from 32 calories per ounce to eight calories. They are available in food stores in a red French wine, a white Rhine wine and a sparkling White wine. They were launched in Ontario this past summer and expect to be in Canada-wide distribution soon. The suggested retail price is from $1.60 to $4.00 — depending upon size of bottle and type of wine.

It has been suggested that these de-alcoholized wines may be used by alcoholics. Counterweight started about a year ago with a line of instant soups, gelatin powders, chocolate milk mix, evaporated skim milk and sodium-free granulated sugar substitute. They now also have a line of five salad dressings (French, Thousand Island, Italian, Cole Slaw and Blue Cheese), strawberry milkshake mix, chocolate extract, and Wipit: a calorie-reduced pudding mix in three flavours, Chocolate, Butterscotch and Vanilla.

Something For the Whole Family

Club House Foods have developed an interesting, top-of-the-stove product called Skillet Magic. It is available in six flavours — Noodles Stroganoff Dinner, Round-Up Macaroni Dinner, Chinatown Rice Dinner, Macaroni Chili Dinner, Taco Macaroni Shells Dinner and Beefy Noodles Dinner. The names indicate that either rice or a pasta plus delicious seasoning is in each foil package. Water and a pound of ground meat is all that is required to add to the contents of the package to make a supper dish that pleases the whole family. Recipe suggestions are given in each package — a total of 28 ideas. Each Skillet Magic package retails for about 49c. They are presently only available in Ontario.

Decorating Help

For those of you who enjoy icing and decorating your own cakes, Club House Foods have introduced an interesting line called Cake Mate products. Firstly their Cake Mate Icings, smooth and colourful, give cakes that iced by an expert look. In 4½ oz. packages, each of six varieties retails for about 59c. Secondly, there are the Cake Mate Gels — edible decorating gels in tubes with a re-sealable tip. Perfect for writing on cakes, cookies and desserts. Available in seven varieties retailing for about 33c each. They make writing on cakes very easy — the new Cake Mate Decorating Tips are excellent. They are re-usable plastic tips made to fit the Cake Mate Icing Tubes, retailing for about 33c for four different tips and a handy flower nail. The Cake Mate products are available nationally.

Croutons for Flavour

Christie's have developed a real foil for the imaginative cook — croutons Plain, Seasoned and a Cheddar Cheese one. The latter for instance, is perfect for making omelettes, the Seasoned crouton adds just the right flavour and texture to a tossed salad and of course, the Plain is great for well-seasoned soups. These are all in national distribution and sell for about 55c per box.

New Family Refresher

Apples touched with sugar 'n spice is what makes Heinz Snapple a delightful drink for the whole family. It's delicious hot or cold and has a special appeal for sports lovers at this time of year for their after-ski, after-curling, after-skating parties. It is at present in distribution in Ontario, Quebec and the Maritimes, retailing for about 59c per 40 oz. bottle.

From a Humble Beginning

Originally, Christie's packaged their Honey Maid grahams as crackers only, for hungry kids' consumption. Now they are available as Honey Maid crumbs all ready to be the star of the dessert tray. Christie's has compiled a set of 40 recipe cards using these crumbs — just write to Recipe Offer, Box 8103, Toronto, Ontario, M5W 1S8.

Heinz Frozen Foods

After over two years of research, the Heinz company are now offering (in Ontario only) a full line of fourteen new premium quality frozen main dish products. They are packaged in a variety of sizes and range in variety from boneless 2 lb. Turkey Roasts and four meat and gravy entrees to Chicken a la King. Some are packaged in single serving, boil-in-bag pouches for easy top-of-the-stove heating. Prices vary but they are realistic. So now "the goodness of Heinz products are in the supermarket freezer".

Convenience in Desserts

Canadian Canners has extended its Del Monte Pudding Cup line to include Fruit Cups and Dessert Cups (a combination of fruit and pudding). Some make convenient tart fillings and dessert toppings. Packaged in 5 oz. cans their price range is about 67c to 69c for a sleeve of 4 cans.

Mercury in Food

Mercury, a naturally occurring metallic substance, is found in minute quantities in the air, water and soil and in all plants and animals. Much of the publicity concerning mercury emerged in the past 20 years as a result of either the uncontrolled dumping of mercury wastes into bodies of water or the treating of seed grains with organic mercury compounds as a protection against fungus. The Institute of Food Technologists in a report on mercury in food to be published in the Journal of Food Science points out that the U.S. Food and Drug Administration has conducted analysis of foods for mercury content for years. As a result of their investigations in 1969 they established a 0.5 parts-per-

million (ppm) guideline as the maximum safe limit for mercury in fish. The U.S. Dept. of Agriculture also banned the treating of seeds with organic mercury compounds and industry's discharge of mercury wastes has been controlled.

Swordfish and tuna are the only commercial fish that have shown a mercury content exceeding 0.5 ppm. These fish consume vast quantities of smaller fish but far from possible sources of industrial pollution so their mercury must come from natural sources. Through research, scientists have concluded that the mercury levels in tuna and swordfish have not changed appreciably in the past 90 years and on the basis of all available data, mercury does not pose a threat to the North American food supply.

Cold Guard Refrigerators

G.S.W., the Canadian owned and operated appliance marketer, has made a number of significant design advances. These include the range utilizing the smooth-surface, Pyroceram cooking surface, two microwave ovens, a "whisper" quiet series of room conditioners and the spirolator washing machine agitator. Their latest innovation is a new series of Cold Guard side-by-side, frost free refrigerators. They are two sizes — 17 and 21 cubic feet. Because they have a one piece Uni-Wall liner (no seams and joints), and special seals on the door, they operate very efficiently so that they use electricity less than 50% of the time yet the ideal of 37° in the refrigerator and 0° in the freezer is maintained. The conventional refrigerator uses electricity up to 100% of the time.

These Cold-Guard models are available in both the Moffat and McClary lines. They are described as "one of the most significant advances in food storage since the development of the frost-free refrigerator".

Nutrition "Education" in Reverse

"If you put foods in order of decreasing usefulness, you would have something like fruits and vegetables, fish, meat, milk, eggs, bread, breakfast cereals, snack foods, candy, and soft drinks. Yet the amount spent on advertising is in reverse relationship to the nutritional usefulness of the products". So stated Dr. Jean Mayer, professor of nutrition, Harvard University. Sales and advertising of nutritionally useless soft drinks and sugar loaded breakfast foods which can hardly be called "cereals" any more are going up while fruit and vegetable sales are decreasing. Dr. George Briggs, professor of nutrition, University of California, said that voluntary action by the food industry in reforming its promotion of nutritionally useless foods is unlikely so government regulatory action may be necessary.

Canned Frosting

Betty Crocker recently introduced a luscious, easy-to-spread frosting in a pound can. Its texture is smooth and creamy yet it spreads and stays in place as would your own homemade butter frosting. One can holds enough frosting to fill and cover a 9-inch layer cake, a 13 x 9 x 2" cake, or 3 dozen small cupcakes. Any portion not used may be covered by its own plastic lid and kept in the

refrigerator. Unopened, in the can, it keeps indefinitely and is ready to use at a moment's notice, since it has a pull top opening. This Betty Crocker Ready to Spread Frosting comes in white and chocolate flavours. Starting in October it was available in Ontario only at a suggested price of 65 cents.

Flavourful Meat Loaf Mix — Eatability Plus

Lawry's Foods of Canada offer a simple and easy way to make a flavourful, moist meat loaf by using their Meat Loaf Seasonings Mix. It's a blend of seasonings including salt, garlic, spices and onion, plus cracker meal. Besides making a flavourful meat loaf, this mix can be used with ground beef or soya-burger or sausage meat for fillings for green peppers, cabbage rolls, meat balls and burgers. The 1½ oz. laminated foil package is completely moisture and vapour proof, ensuring freshness and retails for about 45c. For further recipe ideas contained in "Colourful Cookery", write to Lawry's Foods of Canada Ltd., P. O. Box 155, Toronto, Ontario, M8Z 5P1.

LETTER TO THE EDITOR

November 18, 1973

Dear Editor

At the A.C.H.E.S. Convention at U. of Guelph this October I was asked to write a history of A.C.H.E.S. Due to the relative lack of information from annual Conventions I wondered if it would be possible to publish a request in the Journal for write-ups from past A.C.H.E.S. delegates on their experiences, how they felt they benefited from the convention, and how they shared the Convention experience with fellow students unable to attend. It is hoped that in future years A.C.H.E.S. delegates will have the responsibility for making sure that Convention programmes and minutes are kept in a central file at their university — but at present each university has only had verbal reports from delegates — and of course this is lost to succeeding years.

The types of articles I would like to have would be personal, fairly detailed accounts of activities, significant events and important discussions. It seems to me that by placing such a request in the Journal it would be possible to collect reports from delegates from each province, from many different conferences and from the standpoint of what has been remembered as being significant after graduation and working. A.C.H.E.S. has much to offer students, I think, and perhaps by developing a bit of historical perspective we can more accurately improve on its strengths and weaknesses.

Information should be directed to

Laurie Ball
27 Vardon Drive
Guelph, Ontario

Welcome New Members

New Members — August 1973

British Columbia

Miss Jean M. Wilson, 130 — 3755 West 6th Avenue, Vancouver, B.C. — Instructor.

Alberta

Miss Colleen D. Selvig, Room 202, Provincial Building, Grande Prairie — District Home Economist (1973 Graduate).

Saskatchewan

Mrs. Rose M. Widger, University of Saskatchewan, College of Home Economics, Saskatoon — Assistant Professor.

Manitoba

Miss Susan C. Benson, 148 Kilbride Avenue, Winnipeg R2V 0Z8 — Counsellor (1973 Graduate).

Miss Donna K. Inouye, 930 Jubilee Avenue, Winnipeg R3L 1R2 (1973 Graduate).

Miss E. Jane McKay, Manitoba Dept. of Agriculture, Box 667, Carman — Extension Home Economist (1973 Graduate).

Mrs. Ferna J. Sourisseau, 424 — 9th St. N.W., Portage la Prairie R1N 2P4 — Child Development Instructor (1973 Graduate).

Ontario

Mrs. Karen L. Gill, 478 Pearl St., Apt. 102, Burlington (1973 Graduate).

Miss Karen Jay Proctor, 353 Norfolk St. N., Simcoe N3Y 3P2 (1973 Graduate).

Nova Scotia

Miss Joan C. Beach, 60 Queen St., Apt. 1, Truro — Teacher (1973 Graduate).

New Members — September 1973

British Columbia

Miss Janet S. Buckham, 201 — 1000 Morton St., Port Alberni — Teacher (1973 Graduate).

Miss Cecelia Fye, 308 — 111 West Windsor Rd., North Vancouver — Home Economist in Business — Reactivated.

Mrs. Nova Graham, #404, 2121 West 44th Ave., Vancouver — Reactivated.

Miss Mary E. Irvine, Golds Discount Fabrics Ltd., 2627 Arbutus St., Vancouver — Buyer — Educational Coordinator.

Mrs. Anne H. MacLean, 5636 — 120 St., Surrey — Homemaker.

Miss Ruth A. Smith, 2335 Palmerston Ave., West Vancouver — Student (1973 Graudate).

Alberta

Mrs. Evelyn L. Campeau, Box 63, Fort Kent — Teacher.

Mrs. Brenda J. Strathern, Calgary Co-op Association Ltd., 8818 Macleod Trail, Calgary — Consumer Counsellor.

Manitoba

Miss Glenda E. Everett, Virden Collegiate, 7th Ave. & Kent St., Virden — Teacher (1973 Graduate).

Miss Candice A. Biggar, 1200 King Edward St., Winnipeg — HEIB.

Ontario

Miss Linda E. Horan, R.R. 2, Alton — Homemaker Supervisor (1973 Graduate).

Mrs. Lorna M. Patterson, 283 Pharmacy Ave., Scarborough — Student (1973 Graduate).

Miss Rosemarie A. Repa, 498 Sterling Ave., Oshawa — Dietetic Interne (1973 Graduate).

Miss Mogolatta Salvatore, 6422 Monroe St., Niagara Falls — Student — Associate Member (1973 Graduate).

Mrs. Donna M. Smyth, 482 — 291 Windermere Ave., London — Student (1973 Graduate).

Mrs. Linda Watson, Rubbermaid (Canada) Limited, 2562 Stanfield Rd., Mississauga — HEIB — Associate Member.

Ms. Jennifer Welsh, Ryerson Polytechnical Institute, 50 Gould St., Toronto — Instructor.

New Brunswick

Miss Carole L. Milligan, 211 St. John St., Fredericton — Extension (1973 Graduate).

Nova Scotia

Mrs. Diane M. Wooden, 11 Bryden Ave., Halifax — Teacher (1973 Graduate).

Newfoundland

Miss Douglass M. Tiller, 50 Cornwall Cres., St. John's — Teacher (1973 Graduate).

New Members — October 1973

British Columbia

Miss Lise Berthelot, P.O. Box 335, Queen Charlotte City — Teacher (1973 Graduate)

Mrs. Robin Dielissen, #27, 1844 — 4th Ave., Prince George — Teacher (1973 Graduate).

Miss Carol L. Soberlak, R.R. 1, Comox — Teacher (1973 Graduate).

Miss Barbara A. Wood, #506, 2324 West 1st Ave., Vancouver — Teacher.

Alberta

Miss Gail K. Clark, The Alberta Egg & Fowl Marketing Board, 515 — 17 Ave. S.W., Calgary — Products Promotion Officer.

Mrs. Sylvia Crevolin, Edmonton Power Home Service, 10304 — 100 St., Edmonton — Senior Home Economist.

Mrs. Mildred Hitesman, Box 772, Fort Saskatchewan — Teacher.

Miss Candice J. Voegeli, 1128 Lake Twintree Dr. S.E., Calgary (1973 Graduate).

Saskatchewan

Mrs. Faye I. Stott, Box 62, Maymont — Dietetic Intern (1973 Graduate).

Manitoba

Miss Lula I. MacLeod, #3, 137 — 4th Ave. N.E., Dauphin — Teacher.

Ontario

Mrs. Emelia E. Franks, 9 Cluny Ave., Toronto — Freelance Food Consultant.

Miss M. Margaret Gaspirc, 645 Elm St., St. Thomas — Dietetic Intern (1973 Graduate).

Miss Marilyn Greer, 704 Carson Rd., Ottawa — Teacher.

Miss Brenda J. Hamilton, 79 Saskatoon Dr., Weston (1973 Graduate).

Miss Shirley A. Kampstra, 609 Copland Rd., Sarnia (1973 Graduate).

Miss Mary Margaret Scott, 201 — 52 Parkside Dr., St. Thomas — Teacher.

Miss Denise C. Story, Ministry Agriculture & Food, 181 Toronto St. S., Markdale — Extension Home Economist. (1973 Graduate).

Mrs. Mary E. Taylor, 708 — 16 Wilsonview Ave., Guelph (1973 Graduate).

Mrs. Sharon M. Urquhart, 952 Westmount Ave., Sudbury — Teacher.

Quebec

Mrs. Louise Audet-Major, 2520 Rome Blvd., Brossard — Teacher (Associate).

Miss Filomena P. Eugenio, 3430 Ellendale Ave., Apt. 314, Montreal.

Mrs. Arlene Jacobs, 210 McLeod, Chateauguay — Lecturer university.

Mrs. M. Elizabeth Murphy, 712 Westchester Dr., Baie Durfe, Lecturer university.

Nova Scotia

Miss Colette E. Dean, 13 Kingston Cres., Dartmouth — Teacher. (1973 Graduate).

Prince Edward Island

Miss Shirlee M. Tweedy, Kinkora Regional High School, Kinkora — Teacher (1973 Graduate).

Newfoundland

Miss C. Ann Bonnell, Robert Leckie High School, Goose Bay — Teacher (1973 Graduate).

Miss Louise M. Gordon, 2 Dunfield Ave., St. John's — Teacher (1973 Graduate).

Outside Canada

Miss Sandra G. Canniff, 30 Park Rd., Hunters Hill, New South Wales, Australia 2110 — Research Assistant.

Miss Darlene A. Tench, Mbereshi Girls Secondary School, P.O. Kazembi, Luapula, Zambia, Africa — Teacher C.U.S.O. (1973 Graduate).

CIRCLE THESE DATES

July 3 — 5, 1974
C.H.E.A. Pre-convention workshop — "Family Dynamics" — Victoria, B. C.

July 7 — 12, 1974
C.H.E.A. Convention — Gateway — '74 — L'Horizon — Vancouver, B. C.

1976 — International Federation of Home Economists Congress — Ottawa.

INFLATION

This has hit the Journal also. The cost of this publication will be $8.00 per year or $2.00 per issue, however this is included in membership fees.

DEADLINES FOR INPUT FOR THE JOURNAL

January — November 10,
April — February 10,
July — May 10,
On conference years the Journal is published in June, so deadline is April 10,
October — August 10.

BOOKS

DR. ATKINS' DIET REVOLUTION

Robert C. Atkins, M.D.

The Council on Foods and Nutrition of the American Medical Association on March 8th, 1973, labeled the dietary recommendations of the book "Dr. Atkins' Diet Revolution" as unscientific and potentially dangerous to health. The book recommends a sharply restricted intake of carbohydrates to lose weight. The author is Robert C. Atkins, M.D., of New York city.

The "diet revolution" is neither new nor revolutionary the AMA Council declared in a formal statement analyzing the book's recommendations.

"It is a variant of the 'familiar' low carbohydrate diet that has been promulgated for years. The rational advanced to justify the diet is, for the most part, without scientific merit".

Even more serious "The Council is deeply concerned about any diet that advocates an 'unlimited' intake of saturated fats and cholesterol-rich foods (another aspect of the Atkins diet)".

Individuals responding to such a diet with a rise in blood fats will have an increased risk of coronary artery disease and arteriosclerosis (hardening of the arteries), particularly if the diet is maintained over a prolonged period, the council said.

The book states that the diet promotes production of a "fat mobilizing hormone" (FMH)..."and the production of FMH is the whole purpose of this diet...and the reason it works when all other diets fail". According to Dr. Atkins, "FMH" releases energy into your blood stream by causing the stored fat to convert to carbohydrate.".

No such hormone as a "fat mobilizing hormone" has been established in man, said the AMA Council. In addition, no appreciable conversion of fat to carbohydrate occurs in the human body.

Carbohydrates are organic chemical substances containing carbon, hydrogen and oxygen. They are important sources of energy for the body. Sugar and starches, such as potatoes, rice and wheat flour, are important sources in the everyday diet.

"Any grossly unbalanced diet, particularly one which interdicts the 45 per cent of calories that is usually consumed as carbohydrates, is likely to induce some anorexia (loss of appetite) and weight reduction if the subject is willing to persevere in following such a bizarre regimen. However, it is unlikely that such a diet can provide a practicable basis for long-term weight reduction or mainten-

ance, namely, a life-time change in eating and exercise habits," the council declared.

The council urged physicians to counsel their patients as to the potentially harmful effects of the Atkins diet.

"It is unfortunate that no reliable mechanism exists to help the public evaluate and put into proper perspective the great volume of nutritional information and misinformation with which it is constantly being bombarded," the council statement said.

The council declared that publishers and writers who advise the public on diet and nutrition "Have a unique responsibility to insure that such information and advice is based on scientific facts established by responsible research".

The American Medical Association.
[News Release] March 8th, 1973

LIVING FOR TODAY

KAREN Fisher — The Viking Press
New York
1972, 112 pages,
$14.95.

Living for Today examines the ways in which changing life styles have brought about revolutionary changes in decorating. The need to transcend the rigid limitations of living space has emphasized a need for rooms that will serve more than one purpose. The book proposes numerous ways to transform box-like spaces into total environments that form an appropriate background to modern living. Photographs show how rooms may be made imaginatively functional by the use of owner-designed furniture and constructions, and suggests ways in which spaces may be visually redefined and enlarged by the use of graphics, color, light projection and trompe d'oeil effects.

This book is basically aimed at the apartment dweller, and the emphasis is on living, low budget, high style ideas that can be accomplished without extravagant expenditures of time or money — ideas that might also be used by the suburban home-owner as well as the city dweller.

Books Received for Review:

1. The Dietetic Profession In Canada — M. Lang, E. Upton
2. The Textile Arts — A Handbook of Weaving, Braiding, Printing and other textile techniques — V. Birrell.
3. Introductory Textile Science (2nd edition). M. Joseph.

BOOKLETS

THE WORK OF OUR HANDS, JEWISH NEEDLECRAFT FOR TODAY

Mae Shafter Rockland — Schocken Books
New York
1973
260 pages, (165 illustrations) $10.00

Graphic artist, Mae Rockland, has written an instructional manual for both beginner and expert needle worker. The beginner will find an alternative to prepared kits and designs and the experienced needle worker can turn her labours toward a rich and authentic expression of her culture.

The projects are worked in needlepoint, embroidery, applique, quilting, and patchwork with directions for each.

The designs range from the traditional to modern, and the ritual use and history of each object are carefully explained.

STRETCH YOUR HOME FURNISHING DOLLARS

A contemporary, up-to-date guide that can help stretch home furnishing dollars to create an interior plan that will enable you to have the home environment you desire. To get a copy of this 40 page, 8 x 10 inch booklet, send your name, address and 25c to: Money Management Institute, Household Finance Corporation of Canada, 85 Bloor Street East, Toronto 5.

INTERNATIONAL FEDERATION OF HOME ECONOMICS

Individual Membership Application Form

NAME
NOM ....
(Please Print)

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ADRESSE ....

CITY, PROVINCE POSTAL
VILLE, PROVINCE .... CODE ....

Arrangements have been made for our National Office to accept individual memberships in the International Home Economics Association provided the application is accompanied by a cheque or money order payable to:

Canadian Home Economics Association,
409A Burnside Building,
151 Slater Street,
Ottawa, Ontario. K2P 5H3

Yearly fees are $6.50 and year is from January 1st to December 31st. Applications will not be accepted after March 15th, 1974 for the current year.

CANADIAN HOME ECONOMICS ASSOCIATION

Occupations C.H.E.A. Members by Province — October 31, 1973

Code:
B Business
D Dietitian
E Extension
G Government
H Homemaker
N Nutritionist
S Supervisor (Education)
SW Social Worker
T Teacher
U University
X Retired
O Other
(1) 1973 Graduates
(2) Graduate Students
(3) Occupations Unknown

Province	B	D	E	G	H	N	S	SW	T	U	X	O	(1)	(2)	(3)	Total
British Columbia	21	3		5	22	3	5		45	7	14	2	9	1	3	140
Alberta	15	4	11	3	10	2	3		30	10	7	4	3		2	104
Saskatchewan	7	6	4	1	7			1	17	6	4	1	7		1	62
Manitoba	4	2	13	6	1	1	4		16	18	8	8	16	3	5	105
Ontario	77	18	23	36	52	2	10	4	163	35	69	28	58	2	5	582
Quebec	15	3		3	5	2	5	1	18	18	4	2	3			79
New Brunswick	4	2	2	3	2		4		15	8	5	2	2		3	52
Nova Scotia	6	3	1	4	7	2	2		27	11	8	1	9	1	6	88
Prince Edward Island	2		2	1					5	5	2		6	1	2	26
Newfoundland	1	1		1		1	2		5				3			14
N.W.T. & Yukon									1				1			2
Outside Canada	8		1	1	9				4	13	5	9	1	1	2	54
Totals	160	42	57	64	115	13	35	6	346	131	126	57	118	9	29	1,308

C.H.E.A. National Office, November 13, 1973

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